

INDUSTRY-CENTRIC APPROACH

Objectives

ASU stands at forefront of knowledge and optimizes an environment where the aspirants get maximum industry-exposure through various activities and projects to enable them to get a hands-on exposure to industry. Industry-oriented approach can ensure a professional-edge for the students and enhance the probability of their placements in the job market. Industry-academia nexus has to be of global standards to enable the students to have sound placements anywhere across the globe. ASU envisions to produce efficient and capable students who are readily absorbed in the industry after the completion of their programmes and stand apart in their respective fields.

Context

In the current changing environment, the needs of the students and market are to be evaluated and incorporated in the curriculum on a continuous basis. A hands-on approach to the industry needs to be leveraged as an intrinsic part of the education system. The NEP is also emphasizing the need of industry and practical skill-oriented education which is the need of the day. ASU has been set up with this vision and has ever since been foraying into the field of building a strong Industry-Academia Interface for all the students with satisfying outcome. A lot of brainstorming is inevitable while carrying out surveys to gauge industry-demands and incorporate the same in the framework of the curriculum. Any stagnation in this regard can become an impediment in this context as trends are always changing and have to be understood and analyzed for properly implementing them and making the students industry-savvy.

Practice

ASU promotes optimum industry-centric approach to enable the students to charter their careers in industry with a free-hand in industrial-training which is a part of the programmes offered. The practice includes:

MOUs and Collaborations with renowned Industries and Industry Stalwarts.

- **Industry Linkages:** ASU has strong industry-linkages to facilitate Industrial-Training & Placement-opportunities for the students.
- **Eminent Advisors and Industry Mentors:** Well-known academicians from Stanford and Harvard Universities comprise the Advisory-Board of ASU. They are engaged from the beginning of the curriculum-development, in keeping with industry-requirements.
- **Mark-to-Market:** The University puts to practice its unique Mark-to-Market policy where in the students get opportunities to identify, explore, enhance and exhibit their potential.
- **Internship Programs:** The University offers nine-months internship programs with national & international industries.
- **Industry Centric Research:** It is mandatory for all final year students to work on industry-based research projects.
- **Industrial Visits and Training Programmes:** Industrial visits and industrial trainings are of paramount importance for the multi-dimensional and wholesome development of the young professionals. To this end, optimum industrial visits are conducted from time to time to provide ample opportunities for hands-on experience at the industry. Few industries visited by our students for training include - NDTV Studio, IDPL (Indian Drugs & Pharmaceuticals Limited.), FTII (Film and Television Institute and India), Radio City (Delhi Studio), Indian Pharmacopoeia Commission, Quint Media Company, Martin and Harris Laboratories Ltd. and Walter

Bushnell Medinova Pvt. Ltd.

- **Institution's Innovation Council (IIC):** To provide the best opportunities for implementing the innovative research ideas of the students, top-line IIC has been created. Ministry of Human Resource Development (MHRD), Govt. of India, has established '**MHRD's Institution's Innovation-Council** in the University.
- **Intellectual Property Rights:** A dedicated IPR Cell has been created in the University to provide IPR services to all the Students, Researchers and Faculty. Many workshops & programmes are conducted under this Cell. During the last five years, 15 workshops were conducted to give a fair idea of IPR to students and faculty.
- **E-Cell and MSME Approved Incubation-Centre:** Entrepreneurship-Cell at the University is working to create a culture and ecosystem of entrepreneurship at the campus to provide start-up support to students through its Incubation-Centre.
- **CRC:** Corporate-Resource Centre with reputed corporates, industry personae, well- placed alumni as members, fosters the industry-interface.
- **Consultancy Policy:** It provides exposure to the faculty and students on the latest developments in the industry and motivates them to remain a step ahead on the professional front.

Evidence of Success

Industry centric approach is interwoven into the fabric of this University and is an integral part of the curriculum:

- **Faculty and Student Involvement in Industry-based Projects and Consultancy (link enclosed)**

File description	Document
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Additional Information	https://drive.google.com/file/d/1RpWBNauXuL6SwUo9EXPvkRrbOKJD38XC/view?usp=share_link
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- **Special Laboratory sponsored and created for Industry Interface and Research - Oracle WDP**
- **The University has 124 published Patents and strong Industry database.**
- **During the last five years, the faculty has contributed 156 industry-based research articles out of which 123 are in UGC, Web of Science and SCOPUS journals with a fair h-index.**
- **More than 20 books and 500 chapters have been published in National and International Publication Houses.**
- **124 Patents have also been filed by the different departments of the University.**
- **ASU has succeeded in creating industry-savvy well-placed Alumni with prestigious pay packages (Rs 50 Lacs per annum – Microsoft).**
- **With its Industry-Centric approach there are 25 Industry MOUs and 16 National Collaborations with the industry.**
- **ASU has 7 International Collaborations and regular Exchange Programmes to leverage its industry centric approach.**
- **Skill Enhancement programmes are organized for faculty in which industry experts train the faculty for various industry related programmes.**
- **Boards of Studies of every Academic Programme have industry experts as members for exchange of latest ideas and industry trends.**

Problems Encountered and Resources Required

Financial stability and sustainability is a challenge which has to be overcome to meet the desired objectives and the desired outcomes. The University has to make sure that industry interface is cost-effective and efficient and delivers the objectives in a way that financial sustainability is ensured and the practice of industry-centric approach is executed without any impediments. This apart, procuring internships, industry-projects, student-placements, industry-surveys, course-curriculum modification to make it industry-oriented are all challenging issues which are thoroughly and carefully implemented to reach the desired goal. Finding proper partners is also a challenge. To maintain the industry-interface, a constant academic industry nexus has to be fostered. Industrial visits and optimum placements on a regular basis is again pressing and has to be seamlessly executed for all programmes which is also a challenge. Making the students professionally equipped for further experimentation and evolution in their careers in the industrial-sector is also challenging.